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## WHAT IS CLAIMED IS:

1. A system for assisting users in locating items related to their current browsing sessions, comprising:

a server component which communicates with a plurality of user computers and provides personalized recommendations of items to users thereof; and

a client component which runs on each of the plurality of user computers in association with a web browser and displays the personalized recommendations of items, wherein the client component notifies the server component of web addresses accessed by associated users; and

wherein the server component uses the information reported by an instance of the client component to generate the personalized recommendations for a user by at least (1) identifying a plurality of items accessed by the user during a current browsing session and (2) during said browsing session, selecting an item to recommend to the user based at least in part on a degree of relatedness to each of the plurality of items accessed by the user.

- 2. The system of Claim 1, wherein the server component accesses a table which indicates said degrees of relatedness between items.
- 3. The system of Claim 2, wherein the degrees of relatedness indicated by the table are reflective of an automated analysis of usage trail data of a plurality of users of the client component.
- 4. The system of Claim 1, further comprising an analysis component which collectively analyzes usage trail data of a plurality of users of the client component in an off-line mode to generate data reflective of the degrees of relatedness between items, wherein the server component uses the data to provide the personalized recommendations.
- 5. The method of Claim 1, wherein degrees of relatedness are based upon scores that take into account browsing history data for a plurality of users.
- 6. The system of Claim 1, wherein degrees of relatedness are based upon a commonality index that takes into account a number of co-occurrences of accesses of a pair of items within a set of web browsing sessions.
- 7. The system of Claim 1, wherein degrees of relatedness are based upon a minimum sensitivity determination.

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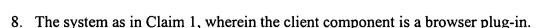
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- 9. The system of Claim 1, wherein the item to recommend to the user is a web page, a web site or a web address.
- 10. The system of Claim 1, wherein the plurality of items are web pages, web sites or web addresses.
  - 11. A system for assisting users in locating web content, comprising:

a server component which provides personalized recommendations of web pages to users; and

a client component which communicates with the server component over a computer network and displays the personalized recommendations of web pages to a user, wherein the client component notifies the server component of web pages accessed by the user; and

wherein the server component uses the information reported by the client component to generate the personalized recommendations for the user by at least (1) identifying a plurality of web pages accessed by the user and (2) selecting at least one additional web page to recommend to the user based at least in part on a degree of relatedness to each of the plurality of web pages accessed by the user.

- 12. A system for recommending items to users, the system comprising:
- a client component configured to execute on each of a plurality of user computers in conjunction with a web browser to identify web addresses browsed through the web browser; and

a server component configured to select an item to recommend to a user based at least upon identifications of a plurality of web addresses browsed by the user, wherein the identifications of the web addresses are transmitted from an instance of the client component to the server component through a computer network.

- 13. The system of Claim 12, wherein the plurality of web addresses are browsed during a single browsing session.
- 14. The system of Claim 12, wherein the item is a web page, a web site or a web address.
- 15. The system of Claim 12, wherein the item is selected based additionally upon at least a degree of relatedness between the item and each of the plurality of web addresses.

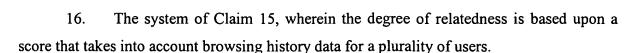
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- 17. The system of Claim 15, wherein the degree of relatedness is based upon a commonality index that takes into account a number of co-occurrences of accesses of a pair of items within each of a plurality of web browsing sessions.
- 18. The system of Claim 15, wherein the degree of relatedness is based upon a minimum sensitivity determination.
  - 19. The system of Claim 12, wherein the item is a product.
- 20. The system of Claim 19, wherein the item is selected based additionally upon a degree of relatedness between the item and each of a plurality of products represented upon web pages at the plurality of web addresses.
- 21. A method for providing recommendations of items to a user, the method comprising:

using a client component which runs on the user's computer in conjunction with a web browser to identify a plurality of items accessed by the user through a plurality of web sites during a web browsing session;

selecting an additional item based at least upon a degree of relatedness between the additional item and each of the plurality of items; and

recommending the additional item to the user.

- 22. The method of Claim 21, wherein the additional item is a web page, a web site or a web address.
- 23. The method of Claim 21, wherein the plurality of items are web pages, web sites or web addresses.
- 24. The method of Claim 21, wherein the additional item is recommended to the user through the client component.
- 25. The method of Claim 21, wherein the degree of relatedness is based upon a score that takes into account browsing history data for a plurality of users.
- 26. The method of Claim 21, wherein the degree of relatedness is based upon a commonality index that takes into account a number of co-occurrences of accesses of a pair of items within each of a plurality of web browsing sessions.





- 27. The method of Claim 21, wherein the degree of relatedness is based upon a minimum sensitivity determination.
- 28. The method of Claim 21, wherein the additional item is selected by a server component that receives an identification of the plurality of items from the client component.
  - 29. The method of Claim 21, wherein the additional item is a product.
- 30. The method of Claim 21, wherein using the client component to identify a plurality of items comprises:

receiving from the client component identifications of a plurality of web addresses browsed by the user during the web browsing session; and

using an association of web addresses with items to identify the plurality of items based upon the plurality of web addresses.

- 31. The method of Claim 30, wherein the association of web addresses with items is based at least upon content-based analysis of web pages.
- 32. The method of Claim 30, wherein the association of web addresses with items is based at least upon structure-based analysis of web pages.
- 33. The method of Claim 30, wherein the association of web addresses with items is based at least upon user identification of items on web pages.
  - 34. A method of recommending items, the method comprising:

using a client component which runs on a user's computer in conjunction with a web browser to identify a plurality of web pages accessed by the user at a plurality of web sites during a web browsing session;

using the identification of the plurality of web pages to identify a plurality of items;

selecting an additional item based at least upon a degree of relatedness between the additional item and each of the plurality of items; and

recommending the additional item to the user.

- 35. The method of Claim 34, wherein the plurality of items is identified by at least retrieving and analyzing the plurality of web pages.
- 36. The method of Claim 35, wherein analyzing the plurality of web pages comprises performing content-based analyses of web pages.

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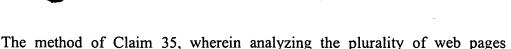
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comprises performing structure-based analyses of web pages.



- 38. The method of Claim 34, wherein the plurality of items is identified by at least receiving information from users browsing web pages regarding representations of items on the web pages.
  - 39. The method of Claim 34, wherein the additional item is a product.
- 40. The method of Claim 34, wherein each of the plurality of web pages is identified through its web address.
  - 41. A method of determining the relatedness of items, the method comprising: for each of a plurality of web browsing sessions, capturing a browsing history of web pages;

for each browsing history, identifying a history of items represented on the web pages in the browsing history by at least retrieving the web pages in the browsing history and analyzing the retrieved web pages; and

determining degrees of relatedness between items based at least in part upon the histories of items.

- 42. The method of Claim 41, further comprising providing a client component configured to execute on each of a plurality of user computers in conjunction with a web browser to identify web addresses browsed through the web browser, wherein each browsing history is captured using an instance of the client component.
  - 43. The method of Claim 41, wherein the items are products.
- 44. The method of Claim 41, wherein the degrees of relatedness are determined using a commonality index.
- 45. The method of Claim 41, wherein the degrees of relatedness are determined using a minimum sensitivity calculation.
- 46. The method of Claim 41, wherein the analysis of the retrieved web pages comprises at least a content-based analysis of the web pages.
- 47. The method of Claim 41, wherein the analysis of the retrieved web pages comprises at least a structure-based analysis of the web pages.



